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# PACKAGED FLUID MILK SALES IN FEDERAL MILK ORDER MARKETS

By Size and Type of Containers,  
and Distribution Method  
During November 1975

AUG 18 '77

SECTION  
SERIAL RECORDS

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Note: This publication is based on sales data for November 1975. Data for other periods are in the following publications:

For November 1973, in AMS-553 (Nov. 1973), issued in June 1975;  
for November 1971, in AMS-553 (Nov. 1971), issued in April 1973;  
for November 1969, in C&MS-11 (Nov. 1969), issued in February 1971;  
for November 1967, in C&MS-11 (Nov. 1967), issued in March 1969;  
for November 1966, in C&MS-11 (Nov. 1966), issued in January 1968;  
for November 1965, in C&MS-11 (Nov. 1965), issued in March 1967;  
for November 1964, in C&MS-11 (Nov. 1964), issued in July 1966;  
for November 1963, in C&MS-11 (Nov. 1963), issued in May 1965;  
for November 1962, in AMS-538, issued in July 1964.

## PREFACE

Federal milk marketing orders are established under authority of the Agricultural Marketing Agreement Act of 1937, as amended. This law authorizes the Secretary of Agriculture, under certain conditions and with producer approval, to issue milk marketing orders which require handlers to pay at least the minimum specified prices for milk purchased from producers. The complete orders are published in the U.S. Code of Federal Regulations, Parts 1000 to 1199.

A survey was made of fluid milk sales under 56 Federal milk marketing orders during November 1975, the number of orders in existence at that time. It's purpose was to update a similar survey in November 1973 showing sizes and types of containers used by fluid milk handlers, the extent of distribution through wholesale outlets and home deliveries, and to see if trends observed in past surveys are continuing. The data representing fluid milk sales during November 1975 were obtained from milk handlers regulated by these 56 marketing orders.

Similar data for previous years, November 1963 through 1967, and 1969, 1971, and 1973, also are included. Since the total number of orders varied from year to year, so did the number of order areas from which the data were taken. Although the data in this report are based on November fluid milk sales, with few exceptions the general relationships shown for sizes and types of milk containers would be representative in other months of the year. One exception--half-pint relationships shown in November would not be applicable to monthly sales for a non-school month.

## DEFINITIONS

Products. Sales data are shown for product groups and for the individual fluid milk products. Products are combined in four major groups:

Whole milk items are plain and flavored milk. Sales of plain whole milk represent the largest single fluid milk product, and accounted for 65 percent of total fluid milk sales in November 1975.

Skim milk items include skim milk, skim milk with added milk solids, lowfat milk, lowfat milk with added milk solids, flavored milk drinks, buttermilk, and yogurt.

Mixtures items include milk and cream mixtures and eggnog.

Cream items include light cream, sour cream, and heavy cream. Total fluid milk sales represent combined sales of the four groups of products. Data for individual fluid milk products are shown in table 7.

Container Size. Container sizes are shown for product groups in each of the following size categories: Gallons, half-gallons, quarts, pints, half-pints, other, and bulk. Sales in units smaller than 1 gallon not specified are included in "other". Sales in containers larger than 1 gallon are grouped in 5- to 10-quart and over 10-quart categories. Most container sizes used in packaging individual fluid milk products are shown in table 7.

Type of Container. Containers are categorized by glass, paper, plastic, and metal cans. The paper category includes plastic-coated and wax-coated containers. Plastic includes rigid plastic containers and corrugated boxes with plastic linings. Containers larger than 1 gallon shown in the plastic column, for the most part, are bag-in-box containers. Metal cans larger than



1 gallon are included in the glass category. Subtotals are shown under glass to show quantities of milk sold in glass and metal cans.

Method of Distribution. Sales are divided into home-delivered and wholesale. Home-delivered included sales to homes or sales to others for deliveries to homes. In some instances, home deliveries may include minor sales to institutions and vendors. Wholesale includes all sales other than home deliveries. For the most part, "wholesale" comprises sales to grocery stores, restaurants, and institutions.

#### NUMBER OF CONTAINERS

The data in this report are for volume weights of milk in 1,000 pounds. The number of each size of container can be approximated by dividing the weights shown in the report by the conversion factors shown in appendix C.

#### HISTORICAL SUMMARY

This is the ninth in a series of reports--the first was issued in 1964--on the sizes and types of containers used by fluid milk handlers doing business in Federal milk order markets, and methods of distribution, wholesale and home-delivered. This information for the month of November 1963 through 1967, 1969, 1971, 1973, and 1975, is summarized in tables 1 through 4.

The general trends noted in earlier reports have continued--from glass to paper and plastic containers, from small to large containers, and from home delivery to wholesale delivery.

Since 1964, when sales of milk in plastic containers represented only 3 percent of all fluid milk sales, use of plastic containers has increased noticeably, and by 1975, sales in plastic containers comprised 30 percent of all fluid milk sales. Most of this increase was due to the greater use of rigid plastic gallon containers, and has been observed on both the wholesale and home-delivered levels.

This growth in the sales of fluid milk products in plastic containers has brought a decrease in the use of both paper and glass containers. While sales in paper containers accounted for 64 percent of total fluid milk sales in 1963, and increased to 78 percent by 1971, sales in paper containers decreased to 67 percent in 1975. Up to 1975, the decrease in the use of paper containers was seen only on the wholesale level. However, in 1975, home deliveries of fluid milk in paper containers decreased for the first time. Even so, paper containers were still the predominant material used for both home deliveries and wholesale deliveries. Large containers are replacing small ones. The half-gallon container, which had been gaining in use over the once predominant quart container, is now giving way to gallon containers. At the wholesale level, in 1963, half-gallon containers accounted for 55 percent of total fluid milk sales, and gallons accounted for 12 percent. In 1975, half-gallon containers were used in only 32 percent of wholesale sales while gallons increased to 43 percent. For home deliveries, the half-gallon, as a percentage of total sales, has remained stable, while the gallon has been gaining, mainly at the expense of quarts. Sales of fluid milk in smaller container sizes--pints, half-pints, and other--and in the bulk container sizes--5- 10 quarts and over 10 quarts--as a percentage of total fluid milk sales, have remained fairly constant over the period.

In 1963, 70 percent of total fluid milk sales were other than home-delivered. Seventy-one percent of the whole milk items, about 65 percent of the skim milk items, 81 percent of the mixtures, and 82 percent of the cream items were sold through wholesale outlets. By 1975, the percent of all fluid milk products sold through wholesale outlets had risen to 93. This increase in the proportion of fluid milk sales through wholesale outlets, mainly food stores, has been one of the major factors in the shift in type of container from glass to paper and plastic, and the size of container from quart to half-gallon and gallon.

#### NOVEMBER 1975 HIGHLIGHTS

On November 30, 1975, Federal milk marketing orders were in effect in 56 designated marketing areas throughout the country. Deliveries of milk to handlers regulated under these orders represent more than three-fourths of all the milk of bottling (drinking) quality sold to plants and dealers in the country and about two-thirds of all milk used in fluid milk products. (See appendixes A and B.)

Complete data on packaged sales by sizes and types of containers, including methods of distribution for each of the four product groups, were available for all of the 56 markets and are summarized in table 4. Complete data for total fluid milk for 50 of the individual markets are reported in table 5. Less complete information for total fluid milk sales for the 50 individual markets is summarized in table 6. Table 7 contains data for most sizes of containers used in distributing individual fluid milk products. Table 8 presents information on fluid milk sales by size and type of plastic container.

The survey indicated that previously observed trends have not only continued, but, in some cases, have accelerated. Some highlights of the survey, broken down by major category, are:

Type of Container. While paper remained the dominant container material used for fluid milk sales, the proportion of such sales in paper containers decreased both for wholesale and home deliveries. The proportion of total sales in paper now is 67 percent; it was 72 percent in November 1973. (See table 1.)

Plastic containers have continued to replace both glass and paper containers in wholesale distribution, and more recently have replaced them for home deliveries also. Thirty percent of the sales of fluid milk products are in plastic-type containers. In November 1973, plastic's share of the market was 24 percent. Plastic-type containers represent over 59 percent of the total sales made in gallon containers. Over 84 percent of the total sales made in plastic containers are in rigid nonreturnables, 2 1/2 gallon sizes and smaller. (See tables 1, 4, and 8.)

Sales of total fluid milk products in paper containers in individual markets ranged from 21 percent in Chattanooga to nearly 100 percent in the Duluth-Superior market. Sales in plastic containers represented 25 percent of more of the volume sales of total fluid milk in 28 markets. (See table 6.)

Container Sizes. The proportion of sales in gallon containers increased while sales in half-gallon containers decreased. The proportion of total fluid sales in gallon containers, 42 percent, now exceeds the proportion in half-gallon containers, 34 percent. In November 1973, the figures were 37

and 38 percent, respectively. Gallon containers are again the predominant size used in wholesale; half-gallon containers remain the predominant size used in home deliveries. (See table 2.)

In November 1975, sales of whole milk items in gallon and half-gallon containers were 43 percent and 33 percent, respectively. The proportion of skim milk items sold in gallons was 44 percent, in half-gallons, 38 percent. Sales of mixtures were predominantly in smaller containers, with quarts and pints representing 76 percent of total sales in this group. Forty-eight percent of cream sales were in half-pint containers. (See table 4.)

Sales in containers larger than 1 gallon represented 3.5 percent of total fluid milk sales, ranging from 2.5 percent of skim milk items to 7.3 percent of mixtures. The majority of such sales are made in 5- and 6-gallon containers at the wholesale level. An exception was 2 1/2 gallon containers which are more predominant at the home-delivery level. Table 7 shows volumes associated with most of the different container sizes reported in November 1975.

Sales of fluid milk products in gallon and half-gallon containers vary significantly among individual markets. The proportion of total sales in gallons ranged from 6 percent in the Minnesota-North Dakota market to 79 percent in Chattanooga. The range for half-gallons is 12 percent in the Wichita market to 81 percent in Duluth-Superior. In the New York-New Jersey market, 23 percent of fluid milk sales were made in quart containers. This compares to 7 percent for all markets combined. (See table 6.)

Methods of Distribution. Sales to wholesale outlets accounted for 93 percent of total fluid sales in November 1975. Sales at the wholesale level exceeded sales of home-deliveries by a large amount for all product groups. (See tables 1 and 4.)

Sales of fluid milk at the wholesale level ranged from 56 percent of the volume sales of total fluid milk in Eastern South Dakota to 100 percent in Chattanooga and Lake Mead. Sales at the wholesale level represent 82 percent or more of the volume of fluid milk sales in 49 of the 50 markets summarized. (See table 6.)



Table 1.--Percentage of total fluid milk sold wholesale and home-delivered by type of container, by handlers re  
in Federal milk order markets, November 1963-67, 1969, 1971, 1973, and 1975. <sup>1/</sup>

Year	: : Number : of : mkts. 2/	: : Glass :	: : Paper :	: : Plastic :	: : Other : 3/	: : Total
WHOLESALE						
1963	: 68	: 15	: 79	: 4/	: 6	: 100
1964	: 67	: 15	: 79	: 3	: 3	: 100
1965	: 68	: 13	: 80	: 4	: 3	: 100
1966	: 68	: 12	: 80	: 5	: 3	: 100
1967	: 71	: 9	: 82	: 7	: 2	: 100
1969 5/	: 66	: 5	: 84	: 10	: 1	: 100
1971 5/	: 61	: 3	: 82	: 15	: *	: 100
1973 5/	: 61	: 2	: 73	: 25	: *	: 100
1975 5/	: 56	: 1	: 68	: 31	: *	: 100

HOME-DELIVERED						
1963	: 68	: 71	: 27	: 4/	: 2	: 100
1964	: 67	: 69	: 28	: 2	: 1	: 100
1965	: 68	: 68	: 27	: 4	: 1	: 100
1966	: 68	: 64	: 30	: 5	: 1	: 100
1967	: 71	: 57	: 35	: 8	: *	: 100
1969 5/	: 66	: 41	: 47	: 11	: 1	: 100
1971 5/	: 61	: 28	: 58	: 14	: *	: 100
1973 5/	: 61	: 20	: 63	: 17	: *	: 100
1975 5/	: 56	: 19	: 61	: 20	: *	: 100

TOTAL (Wholesale & Home-delivered)						
1963	: 68	: 31	: 64	: 4/	: 5	: 100
1964	: 67	: 30	: 64	: 3	: 3	: 100
1965	: 68	: 28	: 66	: 4	: 2	: 100
1966	: 68	: 24	: 68	: 6	: 2	: 100
1967	: 71	: 20	: 71	: 7	: 2	: 100
1969 5/	: 66	: 12	: 77	: 10	: 1	: 100
1971 5/	: 61	: 7	: 78	: 15	: *	: 100
1973 5/	: 61	: 4	: 72	: 24	: *	: 100
1975 5/	: 56	: 3	: 67	: 30	: *	: 100

Year	: : Number : of : mkts. 2/	: : Whole- : sale	: : Home- : delivered	: : Total
1963	: 68	: 70	: 30	: 100
1964	: 67	: 72	: 28	: 100
1965	: 68	: 72	: 28	: 100
1966	: 68	: 75	: 25	: 100
1967	: 71	: 77	: 23	: 100
1969 5/	: 66	: 81	: 19	: 100
1971 5/	: 61	: 85	: 15	: 100
1973 5/	: 61	: 90	: 10	: 100
1975 5/	: 56	: 93	: 7	: 100

\* Less than one-half of one percent.

<sup>1/</sup> Data are preliminary. Total fluid milk sales represent combined product sales of plain and flavored whole milk, skim milk, lowfat milk, flavored milk drinks, buttermilk, milk and cream mixtures, yogurt, egg-nog, and fluid creams. Sales of whole milk and skim and lowfat milk represent 97 percent of total fluid milk sales. Sales are divided into home-delivered and wholesale. Home-delivered includes sales to homes or sales to others for deliveries to homes. In some instances home-deliveries may include minor sales to institutions, day care centers, nurseries, and vendors. Wholesale includes all sales other than home-deliveries.

<sup>2/</sup> Number of markets for which complete data were available.

<sup>3/</sup> Percentages represent metal cans and plastic bag-in-box containers 1963, and metal cans, 1964-75.

<sup>4/</sup> Data not available.

<sup>5/</sup> Includes New York-New Jersey.

Table 2.--Percentage of total fluid milk sold wholesale and home-delivered by size of container, by handlers regulated in Federal milk order markets, November 1963-67, 1969, 1971, 1973 and 1975. 1/

Year	Number of m <sup>k</sup> ts. 2/	Gal.	½-gal.	Quarts	Pints	½-pt.	Other	Bulk 3/ 5-10: Over 10 qts.	Total
<u>WHOLESALE</u>									
1963	68	12	55	11	2	13	1	6**	100
1964	67	15	53	10	3	13	*	1 : 5	100
1965	68	16	52	9	2	14	1	1 : 5	100
1966	68	19	50	8	2	14	1	* : 6	100
1967	71	20	50	7	2	14	1	* : 6	100
1969 4/	66	24	45	11	2	12	1	* : 5	100
1971 4/	61	30	41	10	2	12	1	* : 4	100
1973 4/	61	38	36	8	2	11	1	* : 4	100
1975 4/	56	43	32	7	2	12	1	* : 3	100

## HOME-DELIVERED

1963	:	68	:	14	:	55	:	27	:	1	:	1	:	*	:	:	2**	:	100	
1964	:	67	:	19	:	54	:	21	:	1	:	2	:	*	:	2	:	1	:	100
1965	:	68	:	17	:	55	:	22	:	1	:	1	:	*	:	3	:	1	:	100
1966	:	68	:	14	:	59	:	20	:	1	:	1	:	*	:	4	:	1	:	100
1967	:	71	:	15	:	59	:	18	:	1	:	1	:	*	:	5	:	1	:	100
1969	4/:	66	:	16	:	54	:	21	:	1	:	1	:	*	:	6	:	1	:	100
1971	4/:	61	:	23	:	54	:	16	:	1	:	1	:	*	:	5	:	*	:	100
1973	4/:	61	:	26	:	54	:	14	:	1	:	1	:	*	:	3	:	1	:	100
1975	4/:	56	:	26	:	56	:	13	:	1	:	1	:	*	:	3	:	*	:	100

## TOTAL (Wholesale &amp; Home-delivered)

1963	:	68	:	13	:	55	:	16	:	2	:	9	:	*	:	:	5**	:	100	
1964	:	67	:	16	:	53	:	13	:	2	:	10	:	1	:	1	:	4	:	100
1965	:	68	:	16	:	53	:	13	:	2	:	10	:	1	:	1	:	4	:	100
1966	:	68	:	17	:	52	:	11	:	2	:	11	:	1	:	1	:	5	:	100
1967	:	71	:	19	:	52	:	10	:	2	:	11	:	1	:	1	:	4	:	100
1969	4/:	66	:	22	:	47	:	13	:	2	:	10	:	1	:	1	:	4	:	100
1971	4/:	61	:	29	:	43	:	10	:	2	:	11	:	1	:	1	:	3	:	100
1973	4/:	61	:	37	:	38	:	8	:	2	:	10	:	1	:	1	:	3	:	100
1975	4/:	56	:	42	:	34	:	7	:	2	:	11	:	1	:	*	:	3	:	100

\* Less than one-half of one percent. \*\* Includes 5-10 quart size containers.

1/ Data are preliminary. Total fluid milk sales represent combined product sales of plain and flavored whole milk, skim milk, lowfat milk, flavored milk drinks, buttermilk, milk and cream mixtures, yogurt, eggnog, and fluid creams. Sales of whole milk and skim and lowfat milk represent 97 percent of total fluid milk sales. Sales are divided into home-delivered and wholesale. Home-delivered includes sales to homes or sales to others for deliveries to homes. In some instances, home-deliveries may include minor sales to institutions, day care centers, nurseries, and vendors. Wholesale includes all sales other than home deliveries.

2/ Number of markets for which complete data were available.

3/ Percentages represent metal cans and plastic bag-in-box containers.

4/ Includes New York-New Jersey.

Table 3.—Summary of total fluid milk sales by method of distribution and size and type of containers, by handlers regulated in Federal milk order markets 1/, November 1963-67, 1969, 1971, and 1973

Size of container	WHOLESALE					HOME-DELIVERED					TOTAL				
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	(Wholesale & Home-delivered)			Grand total			
									Glass	Paper	Plastic		Glass	Paper	Plastic
Thousand pounds															
1963 (68 markets)															
Gallons	71,249	74,584		145,833	61,516	6,639		68,155	132,765	81,223		213,988			
Half gallons	69,858	585,598		655,456	184,005	94,551		278,556	253,863	680,149		934,012			
Quarts	15,232	118,121		133,353	108,019	27,450		135,469	123,251	145,571		268,822			
Pints	856	27,803		28,659	1,643	3,225		4,868	2,499	31,028		33,527			
Half pints	19,375	135,562		154,937	1,964	5,293		7,257	21,339	140,855		162,194			
Other	144	5,101		5,245	987	1,101		2,088	1,131	6,202		7,333			
Bulk: 2/	0	0		72,392	0	0		8,916	0	0		81,308			
Total	176,714	946,769		1,195,875	358,134	138,259		505,309	534,848	1,085,028		1,701,184			
1964 (67 markets)															
Gallons	95,045	102,712	2,597	200,354	89,088	9,976	77	99,141	184,133	112,688	2,674	299,495			
Half gallons	79,936	635,015	72	715,023	186,927	102,480	1	289,408	266,863	737,495	73	1,004,431			
Quarts	14,678	121,124		135,803	87,987	25,883	--	113,870	102,665	147,007	1	249,673			
Pints	1,436	33,516	5	34,957	1,540	4,296	1	5,837	2,976	37,812	6	40,794			
Half pints	16,422	166,231	21	182,674	1,906	7,318	2	9,226	18,328	173,549	23	191,900			
Other	106	7,269	10	7,385	44	433	2	479	150	7,702	12	7,864			
Total glass	207,623				367,492			367,492	575,115						
Bulk: 3/															
(5-10 qts.)	7,580	0	2,461	10,041	117	0		10,566	7,697	0	13,027	20,724			
(over 10 qts.)	41,996	0	31,993	73,989	4,570	0		6,857	46,566	0	34,280	80,846			
Total can	49,576				4,687				54,263						
Total	257,199	1,065,867	37,160	1,360,226	372,179	150,386	12,936	535,501	629,378	1,216,253	50,096	1,895,727			

Continued

Table 3.—Summary of total fluid milk sales by method of distribution and size and type of containers, by handlers regulated in Federal milk order markets 1/, November 1963-67, 1969, 1971, and 1973 —Continued

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass		Plastic		Glass		Plastic		Glass		Plastic	
	Paper	Sub-total	Paper	Sub-total	Paper	Sub-total	Paper	Sub-total	Paper	Sub-total	Paper	Sub-total
	Thousand pounds											
	1965 (68 markets)											
Gallons	92,165	151,478	18,237	261,880	90,269	13,734	4,425	108,428	182,434	165,212	22,662	370,308
Half gallons	86,016	770,979	133	857,128	234,417	119,459	0	353,876	320,433	890,438	133	1,211,004
Quarts	13,797	139,422	13	153,232	107,518	31,206	60	138,784	121,315	170,628	73	292,016
Pints	1,048	39,334	140	40,522	1,610	4,352	11	5,973	2,658	43,686	151	46,495
Half pints	16,556	209,685	243	226,484	2,276	7,199	14	9,489	18,832	216,884	257	235,973
Other	227	10,407	39	10,673	85	611	10	706	312	11,018	49	11,379
Total glass	209,809				436,175				645,984			
Bulk: 3/												
(5-10 qts.)	6,662	0	5,841	12,503	762	0	18,600	19,362	7,424	0	24,441	31,865
(over 10 qts.)	43,034	0	50,413	93,447	2,596	0	3,404	6,000	45,630	0	53,817	99,447
Total can	49,696				3,358				53,054			
Total	259,505	1,321,305	75,059	1,655,869	439,533	176,561	26,524	642,618	699,038	1,497,866	101,583	2,298,487
1966 (68 markets)												
Gallons	84,359	205,010	27,236	316,605	57,817	12,683	6,406	76,906	142,176	217,693	33,642	393,511
Half gallons	85,241	763,428	1,035	849,704	207,748	118,833	253	326,834	292,989	882,261	1,288	1,176,538
Quarts	12,734	129,658	34	142,426	87,393	26,413	16	113,822	100,127	136,071	50	256,248
Pints	798	37,046	169	38,013	1,049	3,427	14	4,490	1,847	40,473	183	42,503
Half pints	13,636	217,403	487	231,526	1,054	4,771	90	5,915	14,690	222,174	577	237,441
Other	131	10,932	72	11,135	58	386	3	447	189	11,318	75	11,582
Total glass	196,899				355,119				552,018			
Bulk: 3/												
(5-10 qts.)	2,076	6	4,954	7,036	2,313	0	22,704	25,017	4,389	6	27,658	32,053
(over 10 qts.)	41,374	2	58,142	99,518	1,554	0	1,907	3,461	42,928	2	60,049	102,979
Total can	43,450				3,867				47,317			
Total	240,349	1,363,485	92,129	1,695,963	358,986	166,513	31,393	556,892	599,335	1,529,998	123,522	2,252,855

Continued

Table 3.—Summary of total fluid milk sales by method of distribution and size and type of containers, by handlers regulated in Federal milk order markets 1/, November 1963-67, 1969, 1971, and 1973 -Continued

Size of Container	WHOLESALE			HOME-DELIVERED			TOTAL		
	::			::			::		
	Glass	Paper	Plastic	Glass	Paper	Plastic	Sub-total	Glass	Paper
	::			::			::		
	::			::			::		
	::			::			::		
	::			::			::		
	::			::			::		
	::			::			::		
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Table 3.—Summary of total fluid milk sales by method of distribution and size and type of containers, by handlers regulated in Federal milk order markets 1/, November 1963-67, 1969, 1971, and 1973 —Continued

Size of Container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Grand total
	Thousand pounds											
	1971 (61 markets)											
Gallons	24,410	568,592	276,597	869,599	26,159	55,401	34,576	116,136	50,569	623,993	311,173	985,735
Half gallons	44,857	1,125,970	39,232	1,210,059	70,776	193,279	10,286	274,341	115,633	1,319,249	49,518	1,484,400
Quarts	11,617	267,634	2,146	281,397	43,919	38,976	752	83,647	55,536	306,610	2,898	365,044
Pints	309	54,542	438	55,289	200	3,671	22	3,893	509	58,213	460	59,182
Half pints	3,184	362,904	2,658	368,746	175	2,442	115	2,732	3,359	365,346	2,773	371,478
Other	68	22,658	578	23,304	4	243	16	263	72	22,901	594	23,567
Total glass	84,445				141,233				225,878			
Bulk: 3/												
(5-10 qts.)	619	33	6,037	6,689	1,627	2	23,905	25,534	2,246	35	29,942	32,223
(over 10 qts.)	11,432	2	105,737	117,171	345	0	2,148	2,493	11,777	2	107,885	119,664
Total can	12,051				1,972				14,023			
Total	96,496	2,102,335	433,423	2,932,254	143,205	294,014	71,820	509,039	239,701	2,696,349	505,243	3,441,293
	1973 (61 markets)											
Gallons	22,934	558,216	600,924	1,182,074	10,086	40,710	40,300	91,096	33,020	598,926	641,224	1,273,170
Half gallons	31,784	1,036,367	50,032	1,118,183	37,475	149,419	6,562	193,456	69,259	1,185,786	56,594	1,311,639
Quarts	8,268	235,899	997	245,164	22,584	27,718	208	50,510	30,852	263,617	1,205	295,674
Pints	505	58,715	850	60,070	104	2,929	35	3,068	609	61,644	885	63,138
Half pints	1,293	346,415	7,491	355,199	47	1,716	128	1,891	1,340	348,131	7,619	357,090
Other	16	22,222	2,075	24,313		482	52	534	16	22,704	2,127	24,847
Total glass	64,800				70,296				135,096			
Bulk: 3/												
(5-10 qts.)	276	26	7,404	7,706	14	0	11,742	11,756	290	26	19,146	19,462
(over 10 qts.)	8,799	6	109,514	118,319	1,776	0	1,724	3,500	10,575	6	111,238	121,819
Total can	9,075				1,790				10,865			
Total	73,875	2,257,866	779,287	3,111,028	72,086	222,974	60,751	355,811	145,961	2,480,840	840,038	3,466,839

1/ Number of markets for which complete data were available.

2/ Includes 5-10 quart containers.

3/ Quantities indicated under glass represent metal cans; under plastic represent mostly plastic bag-in-box containers.

Table 4.--Summary of fluid milk sales by method of distribution and size and type of containers, by handlers regulated in 56 Federal milk order markets 1/, November 1975

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Grand Total
	Thousand pounds											
	Whole Milk Items 2/											
Gallons	6,422	357,863	577,491	941,776	3,477	12,855	22,287	38,619	9,899	370,718	599,778	980,395
Half gallons	15,311	629,773	24,249	669,333	17,457	57,329	1,425	76,211	32,768	687,102	25,674	745,544
Quarts	4,736	129,012	820	134,568	10,714	10,393	129	21,236	15,450	139,405	949	155,804
Pints	7	28,279	10	28,296	3/	306		306	7	28,585	10	28,602
Half pints	277	260,547	1,617	262,441	25	577		602	302	261,124	1,617	263,043
Other		19,005	3,960	22,965		125		125		19,130	3,960	23,090
Total glass	26,753				31,673				58,426			
Bulk:*												
(5-10 qts.)	17		2,877	2,894			3,927	3,927	17		6,804	6,821
(over 10 qts.)	2,056	78,710		80,766	384		426	810	2,440		79,136	81,576
Total can	2,073				384				2,457			
Total	28,826	1,424,479	689,734	2,143,039	32,057	81,585	28,194	141,836	60,883	1,506,064	717,928	2,284,875
Lowfat and skim milk items 4/												
Gallons	674	187,664	230,316	418,654	894	9,139	12,607	22,640	1,568	196,803	242,923	441,294
Half gallons	7,967	307,400	15,392	330,759	8,353	42,595	2,475	53,423	16,320	349,995	17,867	384,182
Quarts	823	52,167	314	53,304	2,229	4,951	102	7,282	3,052	57,118	416	60,586
Pints		5,501	90	5,591		51	2	53		5,552	92	5,644
Half pints	67	78,117	5,104	83,288	2	294	87	383	69	78,411	5,191	83,671
Other		4,018	443	4,461		106	3	109		4,124	446	4,570
Total glass	9,531				11,478				21,009			
Bulk:*												
(5-10 qts.)	3		5/ 415	418			2,042	2,042	3		2,457	2,460
(over 10 qts.)	694	57,22,050		22,744	14		111	125	708		22,161	22,869
Total can	697				14				711			
Total	10,228	634,867	274,124	919,219	11,492	57,136	17,429	86,057	21,720	692,003	291,553	1,005,276
Milk and cream mixtures 6/												
Gallons		13	5	18						13	5	18
Half gallons	124	4,030	217	4,371	9	75	22	106	133	4,105	239	4,477
Quarts	218	23,676	249	24,143	116	1,091	25	1,232	334	24,767	274	25,375
Pints	81	14,347	32	14,460	87	1,141	1	1,229	168	15,488	33	15,689
Half pints	2	85	52	139	4	1	3/	5	6	86	52	144
Other	2	2,701	1,892	4,595		10	4	14	2	2,711	1,896	4,609
Total glass	427				216				643			
Bulk:*												
(5-10 qts.)			4	4							4	4
(over 10 qts.)	34	7/3,939		3,973					34		3,939	3,973
Total can	34								34			
Total	461	44,852	6,390	51,703	216	2,318	52	2,586	677	47,170	6,442	54,289

Continued



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50 Federal milk order markets 1/1, November 1975

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	APPALACHIAN											
Gallons		180	11,659	11,839		5	503	508		185	12,162	12,347
Half gallons		5,171	51	5,222		877	25	902		6,048	76	6,124
Quarts		935		935		157		157		1,092		1,092
Pints		1,057		1,057		12		12		1,069		1,069
Half pints		3,860	52	3,912		2/	2	2		3,860	54	3,914
Other		*	21	21		2/				*	21	21
Total glass												
Bulk:φ												
(5-10 qts.)			*	*			*	*			*	*
(over 10 qts.)	9		827	836					9		827	836
Total can	9								9			
Total	9	11,203	12,610	23,822		1,051	530	1,581	9	12,254	13,140	25,469
66**												
	BOSTON REGIONAL											
Gallons	39	5,586	41,499	47,124	*	571	446	1,017	39	6,157	41,945	48,141
Half gallons	588	61,633	5,438	67,659	3,981	7,349	50	11,380	4,569	68,982	5,488	79,039
Quarts	101	8,207	279	8,587	1,941	1,440	*	3,381	2,042	9,647	279	11,968
Pints	*	1,563	1	1,564	*	87		87	*	1,650	1	1,651
Half pints	104	18,357	94	18,555	15	352	*	367	119	18,709	94	18,922
Other	2	1,147	129	1,278		11	*	11	2	1,158	129	1,289
Total glass	834				5,937				6,771			
Bulk:φ												
(5-10 qts.)	11	11	24	46		*	1,289	1,289	11	11	1,313	1,335
(over 10 qts.)	245		6,640	6,885	4		89	93	249		6,729	6,978
Total can	256				4				260			
Total	1,090	96,504	54,104	151,698	5,941	9,810	1,874	17,625	7,031	106,314	55,978	169,343
20**												
	CENTRAL ARIZONA											
Gallons		3,568	3,652	7,220		*	359	359		3,568	4,011	7,579
Half gallons	*	25,454	*	25,454	*	931		931	*	26,385	*	26,385
Quarts		2,158		2,158		85		85		2,243		2,243
Pints		952	234	1,186		19	2	21		971	236	1,207
Half pints	*	3,840	80	3,920	*	9	2/	9	*	3,849	80	3,929
Other	37	147	80	264					37	147	80	264
Total glass	37				*				37			
Bulk:φ												
(5-10 qts.)			119	119		*		*			119	119
(over 10 qts.)			1,433	1,433							1,433	1,433
Total can												
Total	37	36,119	5,598	41,754	*	1,044	361	1,405	37	37,163	5,959	43,388
229**												

Cont Inued

Continued



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50

Federal milk order markets 1/, November 1975 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	CENTRAL ARKANSAS											
Gallons	1,052	3,007	6,495	10,554	220	4	73	297	1,272	3,011	6,568	10,851
Half gallons	19	7,453	*	7,472	233	215	*	448	252	7,668	*	7,920
Quarts	*	1,052		1,052	*	64		64	*	1,116		1,116
Pints		698		698		6		6		704		704
Half pints	*	3,480		3,480	*	9		9	*	3,489		3,489
Other		65	*	65		*		*		65	*	65
Total glass	<u>1,071</u>				<u>453</u>				<u>1,524</u>			
Bulk:φ												
(5-10 qts.)			*	*			*	*			*	*
(over 10 qts.)	*		1,013	1,013					*		1,013	1,013
Total can	<u>*</u>				<u>*</u>				<u>*</u>			483**
Total	1,071	15,755	7,508	24,334	453	298	73	824	1,524	16,053	7,581	25,641
	CENTRAL ILLINOIS											
Gallons		*	3,997	3,997	*	*	104	104	*	*	4,101	4,101
Half gallons	1,031	3,827	*	4,858	*	635		635	1,031	4,462	*	5,493
Quarts	24	291		315	*	58		58	24	349		373
Pints	8	84		92	*	9		9	8	93		101
Half pints	*	1,328	40	1,368	*	17	1	18	*	1,345	41	1,386
Other		193	14	207		*	*	*		193	14	207
Total glass	<u>1,063</u>				<u>*</u>				<u>1,063</u>			
Bulk:φ												
(5-10 qts.)												
(over 10 qts.)	*		772	772	*		*	*	*		772	772
Total can	<u>*</u>				<u>*</u>				<u>*</u>			439**
Total	1,063	5,723	4,823	11,609	*	719	105	824	1,063	6,442	4,928	12,872
	CHATTANOOGA											
Gallons			11,430	11,430							11,430	11,430
Half gallons		*	*	*						*	*	*
Quarts		*		*						*	*	*
Pints		944		944						944		944
Half pints		2,150		2,150						2,150		2,150
Other		*		*						*		*
Total glass												
Bulk:φ												
(5-10 qts.)												
(over 10 qts.)			*	*						*	*	*
Total can												
Total		3,094	11,430	14,524						3,094	11,430	23,105

Continued



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50 Federal milk order markets 1/, November 1975 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	CHICAGO REGIONAL											
Gallons	697	95,136	50,522	146,355	1,274	3,532	1,529	6,335	1,971	98,668	52,051	152,690
Half gallons	410	52,069	3,243	55,722	2,239	5,621	100	7,960	2,649	57,690	3,343	63,682
Quarts	32	11,011	45	11,088	151	590	2/	741	183	11,601	45	11,829
Pints	4	3,376	177	3,557	4	182	3	189	8	3,558	180	3,746
Half pints	28	26,433	1,978	28,439	2	35	59	96	30	26,468	2,037	28,535
Other	52	2,527	1,436	4,015	2/	40	14	54	52	2,567	1,450	4,069
Total glass	1,223				3,670				4,893			
Bulk:Ø												
(5-10 qts.)			51	51			66	66			117	117
(over 10 qts.)	270		7,434	7,704	10		62	72	280		7,496	7,776
Total can	270				10				280			
Total	1,493	190,552	64,886	256,931	3,680	10,000	1,833	15,513	5,173	200,552	66,719	272,444
	CONNECTICUT											
Gallons	142	15,766	15,151	31,059	98	643	243	984	240	16,409	15,394	32,043
Half gallons	180	26,270	*	26,450	1,849	1,212	*	3,061	2,029	27,482	*	29,511
Quarts	21	4,536		4,557	802	472	*	1,274	823	5,008	*	5,831
Pints		753	*	753		30	*	30		783	*	783
Half pints	*	7,222	*	7,222	*	111	*	111	*	7,333	*	7,333
Other		551	*	551		*	*	*		551	*	551
Total glass	343				2,749				3,092			
Bulk:Ø												
(5-10 qts.)	*		175	175			743	743	*		918	918
(over 10 qts.)	97		2,734	2,831	*		*	*	97		2,734	2,831
Total can	97				*				97			
Total	440	55,098	18,060	73,598	2,749	2,468	986	6,203	3,189	57,566	19,046	80,311
	DES MOINES											
Gallons		606	12,075	12,681		*	1,707	1,707		606	13,782	14,388
Half gallons	*	5,070	*	5,070		1,169	*	1,169	*	6,239	*	6,239
Quarts	*	809	*	809		173	*	173	*	982	*	982
Pints	*	193		193		40		40	*	233		233
Half pints		2,990	*	2,990		18		18		3,008	*	3,008
Other		*		*						*		*
Total glass	*								*			
Bulk:Ø												
(5-10 qts.)												
(over 10 qts.)	*		1,318	1,318					*		1,318	1,318
Total can	*								*			
Total	*	9,668	13,393	23,061		1,400	1,707	3,107	*	11,068	15,100	26,893

Continued



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50 Federal milk order markets 1/1, November 1975 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	EASTERN SOUTH DAKOTA											
Gallons		*	1,428	1,428		*	1,500	1,500		*	2,928	2,928
Half gallons		2,588		2,588		3,054		3,054		5,642		5,642
Quarts		163		163		222		222		385		385
Pints		59		59		73		73		132		132
Half pints		1,095	16	1,111		19	24	43		1,114	40	1,154
Other		*	16	16		*	16	16		*	32	32
Total glass												
Bulk:ø												
(5-10 qts.)												
(over 10 qts.)			986	986			*	*			986	986
Total can												
Total		3,905	2,446	6,351		3,368	1,540	4,908		7,273	3,986	11,409
	GEORGIA											
Gallons	*	3,257	42,872	46,129	*	341	1,137	1,478	*	3,598	44,009	47,607
Half gallons		12,449	3,966	16,415	*	653	*	653	*	13,102	3,966	17,068
Quarts		5,020		5,020	*	111		111	*	5,131		5,131
Pints	*	1,903	9	1,912	*	8	*	8	*	1,911	9	1,920
Half pints	*	14,059	188	14,247	*	5	2/	5	*	14,064	188	14,252
Other		422	44	466	*	*	*	*	*	422	44	466
Total glass												
Bulk:ø												
(5-10 qts.)			*	*			*	*		*	*	*
(over 10 qts.)	*		1,634	1,634			*	*	*		1,634	1,634
Total can												
Total	*	37,110	48,713	85,823	*	1,118	1,137	2,255	*	38,228	49,850	90,365
	GREAT BASIN											
Gallons	54	3,694	1,806	5,554	50	33	681	764	104	3,727	2,487	6,318
Half gallons	1,431	14,528	479	16,438	1,209	549	1,121	2,879	2,640	15,077	1,600	19,317
Quarts	54	1,445	112	1,611	101	62	4	167	155	1,507	116	1,778
Pints	20	294	61	375	13	10	3	26	33	304	64	401
Half pints	2	3,769	98	3,869	2	5	3	10	4	3,774	101	3,879
Other		431	116	547		5	3	8		436	119	555
Total glass												
Bulk:ø												
(5-10 qts.)			107	107			111	111			218	218
(over 10 qts.)			870	871			2	8	7		872	879
Total can												
Total	1,562	24,161	3,649	29,372	1,381	664	1,928	3,973	2,943	24,825	5,577	33,345

Continued

Continued

Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50 Federal milk order markets 1/, November 1975 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	INDIANA											
Gallons	21	40,726	28,901	69,648	*	1,945	1,178	3,123	21	42,671	30,079	72,771
Half gallons	*	19,441	*	19,441	749	2,535	4	3,288	749	21,976	4	22,729
Quarts		3,155	*	3,155	*	417		417	*	3,572	*	3,572
Pints		582		582		50		50		632		632
Half pints		10,446	965	11,411		7	11	18		10,453	976	11,429
Other	12	2,586	364	2,962	1	20	5	26	13	2,606	369	2,988
Total glass	33				750				783			
Bulk:φ												
(5-10 qts.)			18	18			214	214			232	232
(over 10 qts.)	39		3,432	3,471					39		3,432	3,471
Total can	39								39			
Total	72	76,936	33,680	110,688	750	4,974	1,412	7,136	822	81,910	35,092	118,407
	INLAND EMPIRE											
Gallons		5,821	497	6,318		227	*	227		6,048	497	6,545
Half gallons	*	2,632	*	2,632	*	106	*	106	*	2,738	*	2,738
Quarts		581	*	581		43	*	43		624	*	624
Pints	*	135	25	160		6	*	6	*	141	25	166
Half pints		1,080	26	1,106		2	*	2		1,082	26	1,108
Other		34	*	34						34	*	34
Total glass	*				*				*			
Bulk:φ												
(5-10 qts.)												
(over 10 qts.)			377	377							377	377
Total can												
Total	*	10,283	925	11,208	*	384	*	384	*	10,667	925	568**
												12,160
	KANSAS CITY											
Gallons	*	4,538	17,760	22,298	*	251	1,723	1,974	*	4,789	19,483	24,272
Half gallons	*	12,270	*	12,270	*	1,845	*	1,845	*	14,115	*	14,115
Quarts	13	2,037		2,050	*	148		148	13	2,185		2,198
Pints	*	569	*	569	*	32		32	*	601	*	601
Half pints	*	5,807	211	6,018	*	5	7	12	*	5,812	218	6,030
Other	8	41	334	383	*		6	6	8	41	340	389
Total glass	21				*				21			
Bulk:φ												
(5-10 qts.)			*	*			385	385			385	385
(over 10 qts.)	*		1,895	1,895					*		1,895	1,895
Total can	*								*			
Total	21	25,262	20,200	45,483	*	2,281	2,121	4,402	21	27,543	22,321	50,872

Continued



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50 Federal milk order markets 11, November 1975 -Con.

Size of container	WHOLESALE			HOME-DELIVERED			TOTAL		
	Glass	Paper	Plas- tic	Glass	Paper	Plas- tic	Glass	Paper	Plas- tic
	Thousand pounds								
	KNOXVILLE								
Gallons			3,813	*		88	*		3,901
Half gallons		3,067	*	*	1,009	*	*	4,076	*
Quarts		292			81			373	
Pints		537			3			540	
Half pints		2,155	*		1	*		2,156	*
Other		*	*			*		*	*
Total glass				*			*		
Bulk:Ø									
(5-10 qts.)									
(over 10 qts.)	*		*			*	*		*
Total can									
Total	*	6,051	3,813	*	1,094	88	*	7,145	3,901
									779**
									11,825
	LAKE MEAD								
Gallons			920						920
Half gallons		2,974						2,974	
Quarts		602						602	
Pints		*	*		*	*	*	*	*
Half pints		*	*		*	*	*	*	*
Other		*	*		*	*	*	*	*
Total glass									
Bulk:Ø									
(5-10 qts.)		*	*		*	*	*	*	*
(over 10 qts.)		777						777	
Total can									
Total		3,576	1,697					3,576	1,697
									710**
									5,983
	LOUISVILLE-LEX.-EVANS.								
Gallons			32,098		487	528		6,188	26,925
Half gallons	*	5,701	26,397	*	1,377	*	*	12,277	*
Quarts		2,126			155			2,281	
Pints		1,516			15			1,531	
Half pints		7,821	1,089		8	1		7,829	1,090
Other		229						229	
Total glass							*		
Bulk:Ø									
(5-10 qts.)		*	*		*	*	*	*	*
(over 10 qts.)	*		2,330		*	*	*	2,330	
Total can							*		
Total	*	28,293	29,816		2,042	529	*	30,335	30,345
									62,063
									1,383**
									Continued

Continued



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50 Federal milk order markets 1/1, November 1975 -Con.

Size of container	WHOLESALE					HOME-DELIVERED					TOTAL				
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Glass	Paper	Plas- tic	Grand total
	Thousand pounds														
	MEMPHIS														
Gallons				9,514			*							9,514	9,514
Half gallons		*		7,461			400						7,861	*	7,861
Quarts		1,663		1,663			34						1,697		1,697
Pints		796		796			*						796		796
Half pints		3,772		3,772			*						3,772		3,772
Other		98		98			*						98		98
Total glass															
Bulk:Ø															
(5-10 qts.)															
(over 10 qts.)		*		498							*			498	498
Total can															
Total		13,790	10,012	23,802			434	*		434			14,224	10,012	24,817
MICHIGAN UPPER PENINSULA															
Gallons		91	770	861		*		*		*			91	770	861
Half gallons	7	1,872		1,879		75	662			737			2,534		2,616
Quarts	*	224		224		12	63			12			287		299
Pints	*	31		31		*	6			6			37		37
Half pints	*	659	12	671		*	1	2		3			660	14	674
Other		*	3	3			*			*			*	3	3
Total glass	7					87				94					
Bulk:Ø															
(5-10 qts.)															
(over 10 qts.)	140		197	337						140				197	337
Total can	140									140					
Total	147	2,877	982	4,006		87	732	2		821		234	3,609	984	5,012
MIDDLE ATLANTIC															
Gallons	344	29,733	98,797	128,874		97	793	3,483		441			30,526	102,280	133,247
Half gallons	378	67,809	3,351	71,538		3,605	6,212	87		9,904			74,021	3,438	81,442
Quarts	115	16,357	104	16,576		1,467	2,660	96		4,223			19,017	200	20,799
Pints	8	5,531	362	5,901		38	21	1		60			5,552	363	5,961
Half pints	13	28,037	784	28,834		1	43	3		47			28,080	787	28,881
Other		711	366	1,077			2/	1		1			711	367	1,078
Total glass	858					5,208				6,066					
Bulk:Ø															
(5-10 qts.)	2/	6	1,059	1,065				59		59			6	1,118	1,124
(over 10 qts.)	438		6,749	7,187		2/	2/	2		438				6,751	7,189
Total can	438					2/				438					
Total	1,296	148,184	111,572	261,052		5,208	9,729	3,732		18,669		6,504	157,913	115,304	279,721

Continued



Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50

Federal milk order markets 1/1, November 1975 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds				Thousand pounds							
	NEBRASKA-WESTERN IOWA											
Gallons	*	1,196	16,811	18,007	:	418	1,848	2,266	*	1,614	18,659	20,273
Half gallons	*	11,787	*	11,787	:	4,198	*	4,198	*	15,985	*	15,985
Quarts	*	1,388	*	1,388	:	263	*	263	*	1,651	*	1,651
Pints	*	380	61	441	:	72	2	74	*	452	63	515
Half pints	*	4,820	154	4,974	:	6	5	11	*	4,826	159	4,985
Other	8	*	123	131	:	2/	6	6	:	*	129	137
Total glass	8				:	2/			:	8		
Bulk:Ø					:				:			
(5-10 qts.)			8	8	:		208	208	:		216	216
(over 10 qts.)	14		2,105	2,119	:		65	65	:	14	2,170	2,184
Total can	14				:				:	14		
Total	22	19,571	19,262	38,855	:	2/	4,957	2,134	:	22	24,528	21,396
					:			7,091	:			398**
					:				:			46,344
	NEW ORLEANS											
Gallons	123	*	13,905	14,028	:	163	:	592	:	286	*	14,497
Half gallons	*	8,152	584	8,736	:	*	1,477	*	:	9,629	584	10,213
Quarts		1,806		1,806	:	*	312		:	2,118		2,118
Pints		701		701	:		30		:	731		731
Half pints		3,289		3,289	:		33		:	3,322		3,322
Other		100	*	100	:				:	100	*	100
Total glass	123				:	163			:	286		
Bulk:Ø					:				:			
(5-10 qts.)			*	*	:				:	*	*	*
(over 10 qts.)	43		754	797	:				:	43	754	797
Total can	43				:				:	43		
Total	166	14,048	15,243	29,457	:	163	1,852	592	:	329	15,900	15,835
					:			2,607	:			32,256
	NEW YORK-NEW JERSEY											
Gallons	3,746	40,770	30,165	74,681	:	35	824	331	:	1,190	41,594	30,496
Half gallons	11,218	137,964	7,659	156,841	:	2,598	7,296	43	:	9,937	145,260	7,702
Quarts	4,474	77,023	583	82,080	:	6,508	2,864	14	:	9,386	79,887	597
Pints	1	5,368	135	5,504	:	4	94	5	:	5	5,462	140
Half pints	49	34,398	137	34,584	:	2	53	3	:	51	34,451	140
Other	3/	8,490	4,551	13,041	:			5	:	8,490	4,556	13,046
Total glass	19,488				:	9,147			:	28,635		
Bulk:Ø					:				:			
(5-10 qts.)	9		3,198	1,207	:			9	:		1,198	1,207
(over 10 qts.)	260		3/12,985	13,245	:			260	:		12,985	13,245
Total can	269				:			269	:			
Total	19,757	304,013	57,413	381,183	:	9,147	11,131	401	:	28,904	315,144	57,814
					:			20,679	:			401,862

Continued









Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50 Federal milk order markets 1/, November 1975 -Con.

Size of container	WHOLESALE			HOME-DELIVERED			TOTAL		
	Glass	Paper	Plas- tic	Glass	Paper	Plas- tic	Glass	Paper	Plas- tic
	Thousand pounds								
	PUGET SOUND								
Gallons		17,755	*		1,548	*		19,303	*
Half gallons	*	14,824	263	*	4,041	*	*	18,865	263
Quarts	*	3,016	*		495	*	*	3,511	*
Pints		683	20		47	*		730	20
Half pints	*	3,397	181		29	17	*	3,426	198
Other		644	296		*	26	*	644	322
Total glass	*			*			*		
Bulk:Ø									
(5-10 qts.)									
(over 10 qts.)	*		1,862	*		*	*		1,862
Total can	*			*		*	*		
Total	*	40,319	2,622	*	6,160	43	*	46,479	2,665
									1,020**
									50,164
	QUAD CITIES-DUBUQUE								
Gallons	41	2,058	*	*	718	*	41	2,776	*
Half gallons	236	2,429		*	932		236	3,361	
Quarts		343	27		70	69		413	96
Pints		95			16			111	
Half pints		2,082	67		2	3		2,084	70
Other		*	25		*	*		*	25
Total glass	277			*			277		
Bulk:Ø									
(5-10 qts.)									
(over 10 qts.)	*		880	*		*	*		880
Total can	*			*		*	*		
Total	277	7,007	999	*	1,738	72	277	8,745	1,071
									3,424**
									13,517
	RED RIVER VALLEY								
Gallons		2,288	753		132	103		2,420	856
Half gallons		3,064			281			3,345	
Quarts		273	*		36			309	*
Pints		153			4			157	
Half pints		1,106	*		1	*		1,107	*
Other		*	*		*	*		*	*
Total glass									
Bulk:Ø									
(5-10 qts.)						*		*	*
(over 10 qts.)			*			*		*	*
Total can									
Total		6,884	753		454	103		7,338	856
									411**
									8,605
									Continued

Continued

Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50 Federal milk order markets 11, November 1975 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	RIO GRANDE VALLEY											
Gallons		6,474	1,259	7,733		138	20	158		6,612	1,279	7,891
Half gallons		10,226		10,226	128	1,541		1,669	128	11,767		11,895
Quarts	*	1,202		1,202	*	60		60	*	1,262		1,262
Pints	*	342		342	*	10		10	*	352		352
Half pints	11	4,033	238	4,282	*	2	2	4	11	4,035	240	4,286
Other		19	152	171		*	2	2		19	154	173
Total glass	<u>11</u>				<u>128</u>				<u>139</u>			
Bulk:ø												
(5-10 qts.)			*	*			*	*			*	*
(over 10 qts.)	*		1,062	1,062					*		1,062	1,062
Total can	<u>*</u>				<u>*</u>				<u>*</u>			
Total	11	22,296	2,711	25,018	128	1,751	24	1,903	139	24,047	2,735	27,133
	ST. LOUIS-OZARKS											
Gallons		4,366	47,689	52,055	*	*	172	172	*	4,366	47,861	52,227
Half gallons	665	19,508	119	20,292	*	969		969	665	20,477	119	21,261
Quarts	20	3,004		3,024	*	47		47	20	3,051		3,071
Pints	*	1,101	18	1,119	*	10	*	10	*	1,111	18	1,129
Half pints		10,004	907	10,911		3	3	6		10,007	910	10,917
Other		295	302	597						295	302	597
Total glass	<u>685</u>				<u>*</u>				<u>685</u>			
Bulk:ø												
(5-10 qts.)												
(over 10 qts.)	*		3,505	3,505			*	*	*		3,505	3,505
Total can	<u>*</u>				<u>*</u>				<u>*</u>			
Total	685	38,278	52,540	91,503	*	1,029	175	1,204	685	39,307	52,715	582** 93,289
	SOUTHEASTERN FLORIDA											
Gallons		127	22,571	22,698		181	931	1,112		308	23,502	23,810
Half gallons		12,898	6,298	19,196		1,232	9	1,241		14,130	6,307	20,437
Quarts		4,406		4,406		273		273		4,679		4,679
Pints		1,395	11	1,406		37		37		1,432	11	1,443
Half pints		4,925		4,925		3		3		4,928		4,928
Other		103	8	111		1		1		104	8	112
Total glass												
Bulk:ø												
(5-10 qts.)							42	42			42	42
(over 10 qts.)			1,324	1,324			12	12			1,336	1,336
Total can												
Total		23,854	30,212	54,066		1,727	994	2,721		25,581	31,206	56,787

Continued

Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50 Federal milk order markets 1/, November 1975 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	S.E. MINN.- NORTHERN IOWA											
Gallons	*	1,700	*	1,700	*	*	*	*	*	1,700	*	1,700
Half gallons	*	4,673	*	4,673	314	*	314	314	314	4,673	*	4,987
Quarts	*	401	*	401	*	*	*	*	*	401	*	401
Pints	*	210	*	210	*	*	*	*	*	210	*	210
Half pints	*	2,298	*	2,298	*	*	*	*	*	2,298	*	2,298
Other	*	*	*	*	*	*	*	*	*	*	*	*
Total glass	—	—	—	—	314	—	—	—	314	—	—	—
Bulk:Ø	—	—	—	—	—	—	—	—	—	—	—	—
(5-10 qts.)	—	—	—	—	—	—	—	—	—	—	—	—
(over 10 qts.)	54	—	*	54	—	—	—	—	54	—	*	54
Total can	54	—	—	—	—	—	—	—	54	—	—	—
Total	54	9,282	*	9,336	314	*	314	314	368	9,282	*	9,949**
	SOUTHERN ILLINOIS											
Gallons	—	1,873	18,929	20,802	—	463	1,470	1,933	—	2,336	20,399	22,735
Half gallons	*	10,674	—	10,674	*	1,249	—	1,249	*	11,923	—	11,923
Quarts	*	1,323	—	1,323	*	117	—	117	*	1,440	—	1,440
Pints	*	389	*	389	*	31	—	31	*	420	*	420
Half pints	*	7,123	141	7,264	*	18	5	23	*	7,141	146	7,287
Other	—	516	69	585	—	*	*	*	—	516	69	585
Total glass	—	—	—	—	—	—	—	—	—	—	—	—
Bulk:Ø	—	—	—	—	—	—	—	—	—	—	—	—
(5-10 qts.)	—	—	—	—	—	—	—	—	—	—	—	—
(over 10 qts.)	*	—	3,392	3,392	—	—	19	19	*	—	3,411	3,411
Total can	—	—	—	—	—	—	—	—	—	—	—	—
Total	*	21,898	22,531	44,429	*	1,878	1,494	3,372	*	23,776	24,025	48,920
	SOUTHERN MICHIGAN											
Gallons	*	15,674	75,392	91,066	—	150	1,475	1,625	—	15,824	76,867	92,691
Half gallons	409	59,283	1,620	61,312	744	6,386	*	7,130	1,153	65,669	1,620	68,442
Quarts	98	8,319	4	8,421	88	827	—	915	186	9,146	4	9,336
Pints	*	3,008	380	3,388	4	60	*	64	4	3,068	380	3,452
Half pints	31	16,696	262	16,989	1	26	*	27	32	16,722	262	17,016
Other	—	1,732	69	1,801	—	1	—	1	—	1,733	69	1,802
Total glass	538	—	—	—	837	—	—	—	1,375	—	—	—
Bulk:Ø	—	—	—	—	—	—	—	—	—	—	—	—
(5-10 qts.)	—	—	46	46	—	—	—	—	—	—	46	46
(over 10 qts.)	105	—	3,899	4,004	—	—	*	*	105	—	3,899	4,004
Total can	105	—	—	—	—	—	—	—	105	—	—	—
Total	643	104,712	81,672	187,027	837	7,450	1,475	9,762	1,480	112,162	83,147	196,805

Continued

Table 5.--Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50 Federal milk order markets 1/1, November 1975 -Con.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Sub- total	Glass	Paper	Plas- tic	Grand total
	Thousand pounds											
	TAMPA BAY											
Gallons	*	*	17,138	17,138		*	1,289	1,289	*	*	18,427	18,427
Half gallons	*	10,048	755	10,803		984	*	984	*	11,032	755	11,787
Quarts		2,295		2,295		213		213		2,508		2,508
Pints		848		848		34		34		882		882
Half pints		4,226		4,226		47		47		4,273		4,273
Other		74		74		*		*		74		74
Total glass	*								*			
Bulk:ϕ												
(5-10 qts.)		*		*					*	*		*
(over 10 qts.)	*	16	4/1,059	1,075			*	*	*	16	1,059	1,075
Total can	*								*			
Total	*	17,507	18,952	36,459		1,278	1,289	2,567	*	18,785	20,241	39,463
	TEXAS											
Gallons	135	65,227	32,477	97,839		748	2,139	3,094	883	67,366	35,571	103,820
Half gallons	5	52,650	479	53,134		65	4,106	53	70	56,756	532	57,358
Quarts		8,779	2/	8,779		2	572		2	9,351	2/	9,353
Pints		6,285		6,285			195			6,480		6,480
Half pints		23,614	224	23,838			36	10		23,650	234	23,884
Other		566	253	819			3	4		569	257	826
Total glass	140					815			955			
Bulk:ϕ												
(5-10 qts.)			229	229				621			850	850
(over 10 qts.)	7		7,698	7,705				147	7		7,845	7,852
Total can	7								7			
Total	147	157,121	41,360	198,628		815	7,051	3,929	962	164,172	45,289	210,423
	UPPER FLORIDA											
Gallons		*	23,301	23,301			*	1,144		*	24,445	24,445
Half gallons		9,576	*	9,576			915	*		10,491	*	10,491
Quarts		2,997		2,997			177			3,174		3,174
Pints		1,483		1,483			64			1,547		1,547
Half pints		5,818		5,818			100			5,918		5,918
Other		83		83			*			83		83
Total glass												
Bulk:ϕ												
(5-10 qts.)								*			1,312	1,312
(over 10 qts.)			1,312	1,312								
Total can												
Total		19,957	24,613	44,570			1,256	1,144		21,213	25,757	47,926

Continued

Table 5.—Total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50 Federal milk order markets 1/, November 1975 —Continued

Size of containers	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass		Paper		Glass		Paper		(Wholesale & Home-delivered)		Grand total	
									Glass	Paper	Plas- tic	

$\phi$  Quantities indicated under glass represent metal cans; under plastic represent mostly bag-in-box containers.

\* Represents sales made by fewer than three handlers, which cannot be shown without revealing the volume of their individual businesses.

\*\* Total of all restricted items. Restricted total must be added to subtotals (wholesale and home-delivered) or to totals of glass, paper, and plastic to obtain grand total.

1/ Number of markets for which complete data were available.

2/ Less than 500 pounds.

3/ Includes some home-delivered.

4/ Includes some paper.



Table 6.---Percentage of total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50 Federal milk order markets 1/, November 1975

Marketing area	Size of Container										Type of Container				Method of Distribution		
	Gal.	1/2-Gal.	Qt.	Pt.	1/2-Pt.	Other	5-10 Qt.	Bulk	Glass	Paper	Plastic	Can	Whole-sale	Home-delivered			
	Percent										Percent				Percent		
Appalachian	49	24	4	4	15	1	(R)	3	---	48	52	*	94	6			
Boston Regional	28	47	7	1	11	1	1	4	4	63	33	*	90	10			
Central Arizona	18	61	5	3	9	1	*	3	*	86	14	---	97	3			
Central Arkansas	43	32	4	3	14	*	(R)	4	6	64	30	(R)	97	3			
Central Illinois	33	44	3	1	11	2	---	6	8	52	40	(R)	93	7			
Chattanooga	79	(R)	(R)	6	15	(R)	---	(R)	---	21	79	---	100	---			
Chicago Regional	56	23	4	1	11	2	*	3	2	74	24	*	94	6			
Connecticut	40	37	7	1	9	1	1	4	4	72	24	*	92	8			
Des Moines	55	24	4	1	11	(R)	---	5	(R)	42	58	(R)	88	12			
Duluth-Superior	(R)	81	6	1	12	(R)	---	(R)	(R)	100	(R)	(R)	84	16			
Eastern Colorado	30	48	5	2	10	1	*	4	1	93	6	(R)	96	4			
Eastern Ohio-Western Pa.	35	47	5	1	9	1	*	2	1	74	25	*	91	9			
Eastern South Dakota	26	50	4	1	10	*	---	9	---	65	35	---	56	44			
Georgia	54	19	6	2	16	1	(R)	2	(R)	43	57	(R)	97	3			
Great Basin	19	58	5	1	11	2	1	3	9	74	17	*	88	12			
Indiana	62	19	3	1	10	2	*	3	1	69	30	*	94	6			
Inland Empire	57	24	5	1	10	*	---	3	(R)	92	8	---	97	3			
Kansas City	49	28	4	1	12	1	1	4	*	55	45	(R)	91	9			
Knoxville	35	37	3	5	20	(R)	---	(R)	(R)	65	35	(R)	89	11			
Lake Mead	18	56	11	(R)	(R)	(R)	(R)	15	---	68	32	---	100	---			
Louisville-Lex.-Evans.	55	20	4	2	15	*	(R)	4	(R)	50	50	(R)	96	4			
Memphis	39	33	7	3	16	*	---	2	---	59	41	---	98	2			
Mich. Upper Peninsula	18	54	6	1	14	*	---	7	2	75	20	3	83	17			
Middle Atlantic	48	29	8	2	10	*	*	3	2	57	41	*	93	7			
Minneapolis-St. Paul	43	37	3	2	10	1	(R)	4	(R)	91	9	(R)	91	9			
Minnesota-North Dakota	6	64	8	2	10	1	---	9	---	91	9	(R)	88	12			
Nashville	44	27	6	3	16	1	(R)	3	(R)	54	46	(R)	96	4			
Nebraska-Western Iowa	44	35	4	1	11	*	*	5	*	53	47	*	85	15			
New Orleans	46	32	7	2	10	*	(R)	3	1	50	49	*	92	8			
New York-New Jersey	19	42	23	1	9	3	*	3	7	79	14	*	95	5			

Continued

Table 6.--Percentage of total fluid milk items sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 50 Federal milk order markets 1/, November 1975 -Continued

Marketing area	Size of Container					Type of Container					Method of		
	Gal.	½-Gal.	Qt.	Pt.	½-Pt.	Other:	Bulk	Glass	Paper	Plas- tic	Can	Whole- sale	Home- delivered
							5-10 Qt.	Over: 10-Qt.					
	Percent					Percent					Percent		
North Central Iowa	(R)	48	7	2	40	3	---	(R)	---	99	1	(R)	100
	35	40	5	3	17	*	(R)	(R)	(R)	65	35	(R)	91
	49	30	3	2	13	*	1	2	2	78	20	*	93
	47	32	4	1	11	1	1	3	(R)	91	9	---	95
	46	34	6	1	9	1	(R)	3	3	83	14	*	93
Northern Louisiana	44	21	4	2	23	6	---	(R)	---	56	44	---	99
	39	39	7	2	7	2	---	4	(R)	95	5	(R)	87
	28	36	5	1	21	*	---	9	3	87	10	(R)	82
	40	41	4	2	13	(R)	(R)	(R)	---	90	10	---	93
	29	44	5	1	16	1	(R)	4	1	89	10	(R)	93
Ohio Valley	56	23	3	1	12	1	---	4	1	42	57	(R)	99
	42	36	8	3	9	*	*	2	---	45	55	---	95
	18	52	4	2	24	(R)	---	*	3	96	(R)	1	97
	48	25	3	1	15	1	---	7	(R)	50	50	(R)	93
	47	35	5	2	8	1	*	2	1	57	42	*	95
Oklahoma Metropolitan	47	30	7	2	11	*	(R)	3	(R)	48	52	(R)	93
	49	27	5	3	11	*	1	4	*	78	22	*	94
	52	22	7	3	13	*	---	3	---	45	55	---	95
	(R)	63	9	1	16	1	(R)	10	(R)	90	10	(R)	100
	67	12	3	1	12	1	(R)	4	*	74	26	(R)	95
Oklahoma Metropolitan	44	21	4	2	23	6	---	(R)	---	56	44	---	99
	39	39	7	2	7	2	---	4	(R)	95	5	(R)	87
	28	36	5	1	21	*	---	9	3	87	10	(R)	82
	40	41	4	2	13	(R)	(R)	(R)	---	90	10	---	93
	29	44	5	1	16	1	(R)	4	1	89	10	(R)	93
Oregon-Washington	56	23	3	1	12	1	---	4	1	42	57	(R)	99
	42	36	8	3	9	*	*	2	---	45	55	---	95
	18	52	4	2	24	(R)	---	*	3	96	(R)	1	97
	48	25	3	1	15	1	---	7	(R)	50	50	(R)	93
	47	35	5	2	8	1	*	2	1	57	42	*	95
Paducah	47	30	7	2	11	*	(R)	3	(R)	48	52	(R)	93
	49	27	5	3	11	*	1	4	*	78	22	*	94
	52	22	7	3	13	*	---	3	---	45	55	---	95
	(R)	63	9	1	16	1	(R)	10	(R)	90	10	(R)	100
	67	12	3	1	12	1	(R)	4	*	74	26	(R)	95
Puget Sound	44	21	4	2	23	6	---	(R)	---	56	44	---	99
	39	39	7	2	7	2	---	4	(R)	95	5	(R)	87
	28	36	5	1	21	*	---	9	3	87	10	(R)	82
	40	41	4	2	13	(R)	(R)	(R)	---	90	10	---	93
	29	44	5	1	16	1	(R)	4	1	89	10	(R)	93
Quad Cities-Dubuque	56	23	3	1	12	1	---	4	1	42	57	(R)	99
	42	36	8	3	9	*	*	2	---	45	55	---	95
	18	52	4	2	24	(R)	---	*	3	96	(R)	1	97
	48	25	3	1	15	1	---	7	(R)	50	50	(R)	93
	47	35	5	2	8	1	*	2	1	57	42	*	95
Red River Valley	47	30	7	2	11	*	(R)	3	(R)	48	52	(R)	93
	49	27	5	3	11	*	1	4	*	78	22	*	94
	52	22	7	3	13	*	---	3	---	45	55	---	95
	(R)	63	9	1	16	1	(R)	10	(R)	90	10	(R)	100
	67	12	3	1	12	1	(R)	4	*	74	26	(R)	95
Rio Grande Valley	44	21	4	2	23	6	---	(R)	---	56	44	---	99
	39	39	7	2	7	2	---	4	(R)	95	5	(R)	87
	28	36	5	1	21	*	---	9	3	87	10	(R)	82
	40	41	4	2	13	(R)	(R)	(R)	---	90	10	---	93
	29	44	5	1	16	1	(R)	4	1	89	10	(R)	93
St. Louis-Ozarks	56	23	3	1	12	1	---	4	1	42	57	(R)	99
	42	36	8	3	9	*	*	2	---	45	55	---	95
	18	52	4	2	24	(R)	---	*	3	96	(R)	1	97
	48	25	3	1	15	1	---	7	(R)	50	50	(R)	93
	47	35	5	2	8	1	*	2	1	57	42	*	95
Southern Illinois	47	30	7	2	11	*	(R)	3	(R)	48	52	(R)	93
	49	27	5	3	11	*	1	4	*	78	22	*	94
	52	22	7	3	13	*	---	3	---	45	55	---	95
	(R)	63	9	1	16	1	(R)	10	(R)	90	10	(R)	100
	67	12	3	1	12	1	(R)	4	*	74	26	(R)	95
Southern Michigan	44	21	4	2	23	6	---	(R)	---	56	44	---	99
	39	39	7	2	7	2	---	4	(R)	95	5	(R)	87
	28	36	5	1	21	*	---	9	3	87	10	(R)	82
	40	41	4	2	13	(R)	(R)	(R)	---	90	10	---	93
	29	44	5	1	16	1	(R)	4	1	89	10	(R)	93
Tampa Bay	56	23	3	1	12	1	---	4	1	42	57	(R)	99
	42	36	8	3	9	*	*	2	---	45	55	---	95
	18	52	4	2	24	(R)	---	*	3	96	(R)	1	97
	48	25	3	1	15	1	---	7	(R)	50	50	(R)	93
	47	35	5	2	8	1	*	2	1	57	42	*	95
Texas	47	30	7	2	11	*	(R)	3	(R)	48	52	(R)	93
	49	27	5	3	11	*	1	4	*	78	22	*	94
	52	22	7	3	13	*	---	3	---	45	55	---	95
	(R)	63	9	1	16	1	(R)	10	(R)	90	10	(R)	100
	67	12	3	1	12	1	(R)	4	*	74	26	(R)	95
Upper Florida	44	21	4	2	23	6	---	(R)	---	56	44	---	99
	39	39	7	2	7	2	---	4	(R)	95	5	(R)	87
	28	36	5	1	21	*	---	9	3	87	10	(R)	82
	40	41	4	2	13	(R)	(R)	(R)	---	90	10	---	93
	29	44	5	1	16	1	(R)	4	1	89	10	(R)	93
Western Colorado	56	23	3	1	12	1	---	4	1	42	57	(R)	99
	42	36	8	3	9	*	*	2	---	45	55	---	95
	18	52	4	2	24	(R)	---	*	3	96	(R)	1	97
	48	25	3	1	15	1	---	7	(R)	50	50	(R)	93
	47	35	5	2	8	1	*	2	1	57	42	*	95
Wichita	47	30	7	2	11	*	(R)	3	(R)	48	52	(R)	93
	49	27	5	3	11	*	1	4	*	78	22	*	94
	52	22	7	3	13	*	---	3	---	45	55	---	95
	(R)	63	9	1	16	1	(R)	10	(R)	90	10	(R)	100
	67	12	3	1	12	1	(R)	4	*	74	26	(R)	95

\* Less than one-half of one percent.

(R) Represents sales made by one or two handlers, which cannot be shown without revealing the volume of their individual businesses.

1/ Number of markets for which complete data are available. Percentages are computed from totals which exclude restricted data.

Table 7.--Individual fluid milk products sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 56 Federal milk order markets 1/, November 1975

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	(Wholesale & Home-delivered)			Grand Total
									Glass	Paper	Plastic	
Thousand pounds												
WHOLE MILK												
Gallons	6,418	357,785	577,014	941,217	3,471	12,855	22,287	38,613	9,889	370,640	599,301	979,830
Half gallons	15,143	627,965	23,741	666,849	17,358	57,223	1,403	75,984	32,501	685,188	25,144	742,833
Quarts	4,709	118,908	813	124,430	10,595	9,407	129	20,131	15,304	128,315	942	144,561
Pints		18,276	10	18,286	*	168		168	*	18,444	10	18,454
Half pints	207	198,405	1,528	200,140	22	536		558	229	198,941	1,528	200,698
1/3 quarts		2,801		2,801		2		2		2,803		2,803
12 gallons			120	120						120		120
10 gallons	218		65	283					218		65	283
6 gallons	96		40,638	40,734	360		135	495		40,773		41,229
5 gallons	1,623		29,906	31,529	14		170	184		30,076		31,713
3 gallons	48		2,127	2,175	10		93	103		2,278		2,278
2-1/2 gallons	12		2,864	2,876			3,922	3,922		6,786		6,798
2 gallons	5			5					5			5
10 ounces		5,906		5,906		11		11		5,917		5,917
4 ounces		17		17						17		17
6 quarts			6	6			5	5			11	11
3 quarts		8,373		12,333		109		109		8,482		12,442
22 quarts				1,659			25	25				1,684
Other **	1			523					1			524
Total	28,480	1,338,436	684,974	2,051,890	31,830	80,311	28,169	140,310	60,310	1,418,747	713,143	2,192,200
FLAVORED WHOLE MILK												
Gallons	5	78	477	560					6	78	477	566
Half gallons	168	1,808	508	2,484	98	106	22	226	11	1,914	530	2,710
Quarts	27	10,105	6	10,138	119	987		1,106	146	11,092	6	11,244
Pints	7	10,003		10,010		137		137	7	10,140		10,147
Half pints	71	62,142	89	62,302	3	41		44	74	62,183	89	62,346
1/3 quarts		448		448		*				448		448
12 gallons			96	96						96		96
6 gallons	4		1,829	1,833					4	1,829		1,833
5 gallons	50		1,472	1,522	*		3	3	50	1,475		1,525
3 gallons	7		110	117	*		*	*	7	110		117
2-1/2 gallons			2	2			*	*			2	2
10 ounces		1,459		1,459		2		2		1,461		1,461
22 quarts			145	145			*	*		145		145
Other **	9		23	32					9		23	32
Total	348	86,043	4,757	91,148	226	1,273	25	1,524	574	87,316	4,782	92,672
YOGURT												
Quarts		336	86	422		10		11		346	87	433
Pints		50	85	135			2	3		51	87	138
Half pints		5,695	3,793	9,488		138	87	225		5,833	3,880	9,713
5 ounces		155		155		1		1		156		156
5 pounds		9	15	24						9	15	24
2 pounds		183	30	213		8		8		191	30	221
1 pound		91	114	205			3	3		91	117	208
1/2 pound		228		228						228		228
Other **	8	4	2/	41		11	9	20	8	15	38	61
Total	8	6,751	4,152	10,911		169	102	271	8	6,920	4,254	11,182

Continued

Continued

Table 7.--Individual fluid milk products sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 56 Federal milk order markets 1/1, November 1975 --CON.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL				Grand Total
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	(Wholesale & Home-delivered)				
									Glass	Paper	Plastic		
												Glass	
Thousand pounds													
SKIM MILK-PLAIN													
Gallons	8	9,717	6,550	16,275	3	365	199	567	11	10,082	6,749		16,842
Half gallons	668	22,216	1,386	24,270	1,339	3,341	31	4,711	2,007	25,557	1,417		28,981
Quarta	398	5,617	8	6,023	1,040	1,240	10	2,290	1,436	6,857	18		8,313
Pinta		1		1						1			1
Half pinta	3	3,733		3,736		5		5	3	3,738			3,741
1/3 quarta		20		20		*		*		20			20
12 gallons			93	93							93		93
10 gallons	74			74					74				74
6 gallons	3		1,218	1,221					3				1,221
5 gallons	47		657	704	1		1	2	48				706
3 gallons	*		81	81							81		81
2-1/2 gallona			3	3			33	33			36		36
10 ounces		21		21						21			21
22 quarta	24			24					24				24
Other **			6	6	1			1			6		7
Total	1,225	41,325	10,002	52,552	2,384	4,951	274	7,609	3,609	46,276	10,276		60,161
SKIM MILK-SOLIDS ADDED													
Gallons	147	12,959	7,412	20,518	1	248	658	907	148	13,207	8,070		21,425
Half gallons	2,183	42,449	656	45,288	469	5,310	393	6,172	2,652	47,759	1,049		51,460
Quarta	236	9,182		9,418	509	1,373		1,882	745	10,555			11,300
Half pinta	4	3,793		3,797		4		4		3,797			3,801
12 gallons			252	252							252		252
10 gallons	26			26					26				26
6 gallons			862	862							862		862
5 gallons	45		758	803			6	6	45		764		809
3 gallons			46	46			1	1			47		47
2-1/2 gallons			9	9			128	128			137		137
10 ounce		43		43						43			43
22 quarta			86	86							86		86
Other **			24	24							24		24
Total	2,641	68,426	10,105	81,172	979	6,935	1,186	9,100	3,620	75,361	11,291		90,272
BUTTERMILK													
Gallons	36	363	611	1,010	4	17		21	40	380	611		1,031
Half gallona	46	29,550	397	29,993	7	1,097	1	1,105	53	30,647	398		31,098
Quarta	48	19,731	9	19,788	113	1,247	1	1,361	161	20,978	10		21,149
Pinta		594		594		4		4		598			598
Half pinta	1	1,345		1,346	*	2		2	1	1,347			1,348
1/3 quarta		29		29						29			29
10 gallons	7			7					7				7
6 gallons			109	109							109		109
5 gallons	8		87	95					8		87		95
3 gallons			7	7							7		7
2-1/2 gallona			11	11							11		11
10 ounce		190		190		1		1		191			191
Other **	5	27	15	47			3	3	5	27	18		50
Total	151	51,829	1,246	53,226	124	2,368	5	2,497	275	54,197	1,251		55,723

Continued

Continued



Table 7.--Individual fluid milk products sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 56 Federal milk order markets 1/, November 1975 -CON.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	(Wholesale & Home-delivered)			Grand Total
									Glass	Paper	Plastic	

Continued



Table 7.--Individual fluid milk products sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 56 Federal milk order markets 1/1, November 1975 --CON.

Size of container	WHOLESALE					HOME-DELIVERED					TOTAL					Grand Total
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	(Wholesale & Home-delivered)			Plastic				
									Glass	Paper	Plastic					
													Thousand pounds			
MILK AND CREAM MIXTURES																
Gallons		13	5	18								13	5	18		
Half gallons	6	900	26	932		23	1	24				923	27	956		
Quarts	97	9,759	1	9,857	30	348	*	378				10,107	1	10,235		
Pinta	81	14,344	32	14,457	87	1,141	1	1,229				15,485	33	15,686		
Half pints	2	79	30	111	4	1	*	5				80	30	116		
10 gallons			2	2									2	2		
6 gallons	5		1,682	1,687									1,682	1,687		
5 gallons	28	3/	204	232									204	232		
3 gallons			2,046	2,046		*		*					2,046	2,046		
2 gallons			4	4									4	4		
50 ounce			*	*									*	*		
10 ounce		21		21								21		21		
4 ounces		17	4	21								17	4	21		
3 ounces			13	13									13	13		
3-1/2 ounce			1	1									1	1		
3/4 ounce		1		1								1		1		
1/2 ounce	2	2,405	1,685	4,092		10	1	11				2,415	1,686	4,103		
1 pound		47	185	232		*	3	3				47	188	235		
Other **	1	207	4	212								207	4	212		
Total	222	27,793	5,924	33,939	121	1,523	6	1,650				29,316	5,930	35,589		
EGG NOG																
Half gallons	118	3,130	192	3,440	9	52	21	82				3,182	213	3,522		
Quarts	121	13,918	248	14,287	87	743	25	855				14,661	273	15,142		
Half pinta		6		6								6		6		
6 gallons			5	5									5	5		
Other **		3	22	25								3	22	25		
Total	239	17,057	467	17,763	96	795	46	937				17,852	513	18,700		
LIGHT CREAM																
Gallons			5	5									5	5		
Half gallons	3	1,028		1,031		58		58				1,086		1,089		
Quarts	16	719	*	735	4	20		24				739	*	759		
Pinta	2	1,000		1,002	3	73		76				1,073		1,078		
Half pinta	2	2,811	1	2,814	7	40	*	47				2,851	1	2,861		
6 gallons			60	60									60	60		
5 gallons	3		17	20									17	20		
3 gallons	*		30	30						*			30	30		
2 gallons	3			3										3		
15 ounce	50	71	*	121		*		*				71	*	121		
7 ounce	37			37	*			*						37		
6-1/2 ounce	14	1		15	*	*		*				1		15		
3 ounce	19	76	2	97	*	*		*				76	2	97		
1/2 ounce		245	21	266		5		5				250	21	271		
6 quarts			5	5									5	5		
5 pounds			6	6									6	6		
Other **	1	2	22	25								2	22	25		
Total	150	5,953	169	6,272	14	196	*	210				6,149	169	6,482		

Continued

Continued

Table 7.--Individual fluid milk products sold wholesale and home-delivered in various sizes and types of containers by handlers regulated in 56 Federal milk order markets 1/, November 1975 --CON.

Size of container	WHOLESALE				HOME-DELIVERED				TOTAL			
	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Sub-total	Glass	Paper	Plastic	Total
	Thousand pounds											
Gallons	3	113	8	124					1	114	8	125
Half gallons	*	56		56					3	59		59
Quarts	39	1,185	7	1,231	16	38	11	65	55	1,223	18	1,296
Pints	29	2,374		2,403	10	114		124	39	2,488		2,527
Half pints	25	6,449	20	6,494	17	260	1	278	42	6,709	21	6,772
10 gallons	68		4	72					68		4	72
6 gallons	2		178	180					2		178	180
5 gallons	9		3/	157					9		157	166
3 gallons			12	12							12	12
2-1/2 gallons			32	32							32	32
10 ounces		40		40						40		40
Other **	11	2	2	15		1	1	2	11	3		17
Total	186	10,219	420	10,825	43	417	13	473	229	10,636	433	11,298
HEAVY CREAM												
Gallons		49	69	118					1	50	69	119
Half gallons		75	89	164					2	76	90	166
Quarts		171	12	183	1	2	1	4	1	173	13	187
Pints	1	2,740	1,627	4,368		40	20	60	1	2,780	1,647	4,428
Half pints	*	3,127	3,872	6,999		99	120	219	*	3,226	3,992	7,218
6 gallons			21	21							21	21
5 gallons			17	26					9		17	26
4 gallons			20	20							20	20
3 gallons			33	33							33	33
50 ounces			14	14							14	14
12 ounces		196	435	631		12	29	41		208	464	672
11 ounces		44		44		1		1		45		45
7 ounces		8		8						8		8
1/2 ounce		26		26						26		26
15 quarts			62	62							62	62
5 quarts		17	153	170		*	*	*		17	153	170
2-1/2 quarts		50	21	71		2		2		52	21	73
32 pounds			37	37							37	37
30 pounds		17	43	60						17	43	60
20 pounds			3	3			*	*			3	3
10 pounds			128	128							128	128
5 pounds		315	854	1,169		14	9	23		329	863	1,192
4 pounds		26	84	110			3	3		26	87	113
4-1/2 pounds			24	24							24	24
2 pounds		40	98	138		1	3	4		41	101	142
1 pound		379	1,383	1,762		1	33	34		380	1,416	1,796
1/2 pound		3	161	164		*	10	10		3	171	174
Other **	116	9	3/	161	8			8	124	9	36	169
Total	126	7,292	9,296	16,714	9	174	229	412	135	7,466	9,525	17,126

\*\* May include such sizes as: 1/4 ounce, 3/4 ounce, 6-1/2 ounces, 10 ounces, 15 quarts, 4-1/2 pounds, 3-1/2 gallons, 35 pounds, 1/2 pound etc.  
 \* Less than 500 pounds. 1/ Number of markets for which complete data were available. 2/ Includes some paper. 3/ Includes some home-delivered.

Table 8.—Sales of fluid milk products, by size and type of plastic container, by regions,  
November 1975 1/

Region	:	:	Percent of Total Sales in Plastic Containers Made in:								
			:	2½ Gallon Containers		: Containers over					
				and Smaller		: 2½ Gallons					
				Rigid Non-	Rigid	Plastic	Plastic				
:	:	:	returnable	Returnable	Pouch 2/	:	Bag-in-Box 3/				
:	:	:	Percent								
:	:	:	1,000 lbs.	:	:	:	:	:			
NEW ENGLAND	:	:	75,506	:	87.5	:	0	:	0	:	12.5
MIDDLE ATLANTIC	:	:	173,118	:	88.6	:	4/	:	4/	:	11.4
SOUTH ATLANTIC	:	:	140,730	:	95.6	:	4/	:	4/	:	4.4
EAST NORTH CENTRAL	:	:	323,781	:	87.3	:	3.9	:	4/	:	8.8
WEST NORTH CENTRAL	:	:	154,081	:	80.8	:	7.4	:	4/	:	11.8
EAST SOUTH CENTRAL	:	:	43,633	:	94.8	:	4/	:	4/	:	5.2
WEST SOUTH CENTRAL	:	:	81,744	:	80.0	:	4.6	:	1.1	:	14.3
MOUNTAIN	:	:	20,113	:	52.4	:	14.5	:	1.9	:	31.2
PACIFIC	:	:	13,341	:	9.7	:	42.4	:	19.7	:	28.2
TOTAL	:	:	1,026,047	:	85.4	:	3.6	:	.7	:	10.3

1/ See Appendix D, page 43, for markets included in each region.

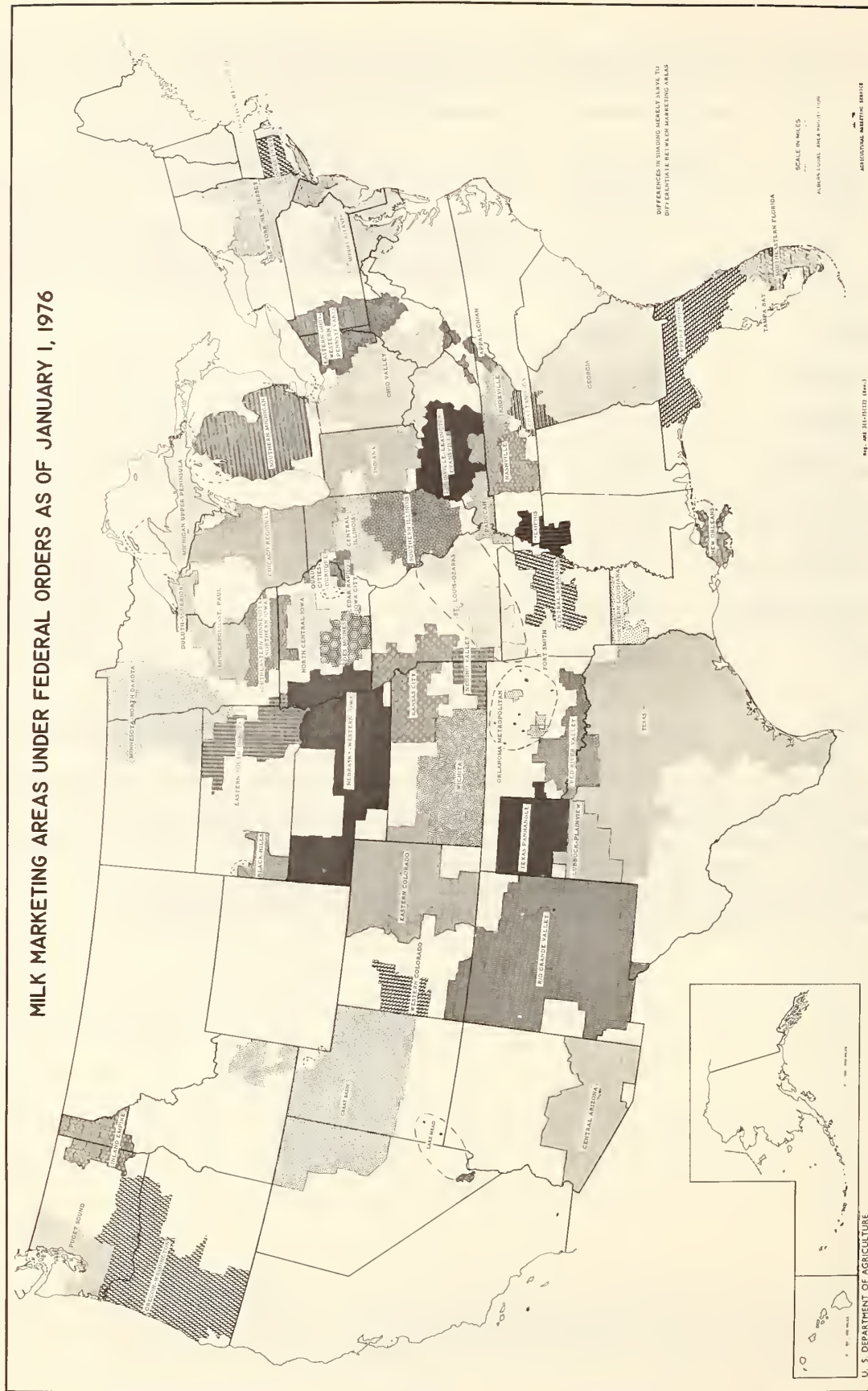
2/ Nonrigid plastic bags, which, in general for the half-pint size, are used as is, but in larger sizes are usually used with a pouring device.

3/ Corrugated paper boxes or plastic containers with plastic linings.

4/ Less than one percent. Data are included with rigid nonreturnable.

# APPENDIX A

## MILK MARKETING AREAS UNDER FEDERAL ORDERS AS OF JANUARY 1, 1976



Appendix B--Fluid milk product sales, United States, 1966-75 1/

Year	:	Fluid milk product sales						
	:	:	:	:	:			
	:	Fluid	Cream	Low-	Total			
	:	whole	<u>2/</u>	fat	:			
	:	milk	:	milk	Product			
:	:	:	3/	:	weight			
	:	<u>Million pounds</u>						
1966	:	49,640	:	1,380	:	7,220	:	58,240
1967	:	48,170	:	1,300	:	8,130	:	57,600
1968	:	47,785	:	1,255	:	9,400	:	58,440
1969	:	46,850	:	1,185	:	10,640	:	58,675
1970	:	45,875	:	1,130	:	11,525	:	58,530
1971	:	45,295	:	1,125	:	12,800	:	59,220
1972	:	45,390	:	1,150	:	14,180	:	60,720
1973	:	44,130	:	1,160	:	15,390	:	60,680
1974	:	41,710	:	1,185	:	16,425	:	59,320
1975 <u>4/</u>	:	41,170	:	1,235	:	17,855	:	60,260
	:							
	:							

1/ "Dairy Situation," July 1976, USDA-ERS-DS-361.

2/ Includes milk and cream mixtures.

3/ Includes skim milk, buttermilk, and flavored milk drinks.

4/ Preliminary.



Appendix C - Conversion factors

Product	Conversion factors - pounds per									
	10 Gal.	6 Gal.	5 Gal.	2½ Gal.	Gal.	½ Gal.	Quart	Pint	1/3 Qt.	½ Pint
Whole milk	86.00	51.60	43.00	21.500	8.60	4.300	2.150	1.075	0.7167	0.5375
Flavored whole milk	80.00	48.00	40.00	20.000	8.00	4.000	2.000	1.000	.6670	.5000
Yogurt	86.40	51.84	43.20	21.600	8.64	4.320	2.160	1.080	.7200	.5400
Skim milk - plain	86.20	51.72	43.10	21.550	8.62	4.310	2.155	1.078	.7183	.5388
Skim milk - solids added	86.80	52.08	43.40	21.700	8.68	4.340	2.170	1.085	.7233	.5425
Buttermilk	86.20	51.72	43.10	21.550	8.62	4.310	2.155	1.078	.7183	.5388
Flavored milk drinks	80.00	48.00	40.00	20.000	8.00	4.000	2.000	1.000	.6670	.5000
2% milk - plain	86.20	51.72	43.10	21.550	8.62	4.310	2.155	1.078	.7183	.5388
2% milk - solids added	86.80	52.08	43.40	21.700	8.68	4.340	2.170	1.085	.7233	.5425
Milk and cream mixtures	85.50	51.30	42.75	21.375	8.55	4.275	2.138	1.069	.7127	.5344
Eggnog	92.00	55.20	46.00	23.000	9.20	4.600	2.300	1.150	.7666	.5750
Light cream	85.10	51.06	42.55	21.275	8.51	4.255	2.130	1.065	.7100	.5325
Heavy cream	83.70	50.22	41.85	20.930	8.37	4.185	2.093	1.046	.6977	.5231
Sour cream	85.10	51.06	42.55	21.275	8.51	4.255	2.130	1.065	.7100	.5325

Appendix D.—Federal milk order markets grouped by regions

NEW ENGLAND

Boston Regional  
Connecticut

MIDDLE ATLANTIC

New York-New Jersey  
Middle Atlantic

SOUTH ATLANTIC

Appalachian  
Tampa Bay  
Southeastern Florida  
Upper Florida  
Georgia

EAST NORTH CENTRAL

Southern Michigan  
Eastern Ohio-Western Pa.  
Ohio Valley  
Michigan Upper Peninsula  
Chicago Regional  
Louisville-Lex.-Evans.  
Indiana  
Southern Illinois  
Central Illinois

WEST NORTH CENTRAL

Duluth-Superior  
Minneapolis-St. Paul  
Eastern South Dakota  
Black Hills  
North Central Iowa  
Cedar Rapids-Iowa City  
Quad Cities-Dubuque  
Des Moines  
Nebraska-Western Iowa  
Minnesota-North Dakota  
S.E. Minn.-Northern Iowa  
St. Louis-Ozarks  
Greater Kansas City  
Neosho Valley  
Wichita

EAST SOUTH CENTRAL

Paducah  
Nashville  
Memphis  
Knoxville  
Chattanooga

WEST SOUTH CENTRAL

Central Arkansas  
Fort Smith  
Oklahoma Metropolitan  
Red River Valley  
Texas Panhandle  
Lubbock-Plainview  
Northern Louisiana  
New Orleans  
Texas

MOUNTAIN

Eastern Colorado  
Great Basin  
Western Colorado  
Central Arizona  
Rio Grande Valley  
Lake Mead

PACIFIC

Puget Sound  
Inland Empire  
Oregon-Washington

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